OFFICE OF HIGHWAY SAFETY PLANNING

MISSION

To save lives and reduce injuries on Michigan roads through leadership, innovation, facilitation, and program support in partnership with other public and private organizations.

MICHIGAN OHSP Office of Highway Safety Planning

FY2006 OVERVIEW

Scarce resources demand focused attention on core priorities. The FY2006 planning process for the Office of Highway Safety Planning (OHSP) focused on identifying the largest causes of traffic deaths and injuries, the areas with the most potential for improvement, and the best programs available to address them. Special attention was placed on high crash areas and high visibility efforts.

The problem identification process refined last year's list of key target areas, the greatest threats to Michigan drivers. Staff developed short-term strategies and budget requests to address these needs. OHSP selected projects based on each project's potential for impacting the identified traffic safety primary issue and problem area. Consideration was also given to which available partners would be best able to successfully implement programs, given the totality of the problem and the project addressing it.

Building and maintaining partnerships are essential to solving the most significant traffic safety problems. Traffic fatalities are too widespread to be prevented without statewide cooperation and teamwork. Throughout the entire HSP development process, OHSP traffic safety partners provided valuable information, knowledge, and insight into the problems facing their organizations, communities, and the state of Michigan, as well as ideas for addressing these problems. The federal government, other states' highway safety offices, and research institutions provided guidance on the development and implementation of programs. Through direct contact, participation in network and committee meetings, conferences, and online communication, OHSP will continue to promote these essential partnerships, expand untapped networks, and dedicate all its resources to reducing fatalities and injuries on Michigan's roadways.

Organization Overview

The Office of Highway Safety Planning (OHSP) is the State of Michigan's primary traffic safety agency, and the Division Director is the designated Governor's Highway Safety Representative. OHSP administers several state and federal highway safety-related grant programs, including the federal 402 program, the Michigan Truck Safety Commission, and Michigan's Secondary Road Patrol and Accident Prevention Program.

OHSP is located organizationally within the Office of the Director of the Michigan Department of State Police. The office is organized into three sections grouped according to functional responsibilities. The structure, however, has been recently revised. Within each section, specific units and sub-units have been identified to better reflect OHSP's priorities and programs.

Planning and Program Operations Section

This section is responsible for all program and grant development, implementation, evaluation, development of the planning budget, and the planning and creation of the Highway Safety Plan and Annual Evaluation Report. This section also includes the Grant Management Unit which is responsible for implementing the grant projects identified in the annual Highway Safety Plan as well as regional outreach activities with local stakeholders and partners.

Fiscal Section

Responsibility within this section consists of the fiscal administration of $28 million in state and federal grant programs including NHTSA highway safety funds, the State Secondary Road Patrol Program, and the Michigan Truck Safety Fund. The section oversees all general accounting procedures, the overall office budget, financial reviews of all grants, and processing payments to grantees.

Communications Section

This section has responsibility for planning and implementing OHSP's comprehensive communication plan including regional communications with state and local partners, marketing of OHSP's programs, and management of all external grants and contracts related to communications and public information initiatives. The Communications Section is the main contact for all news agencies and public/private informational requests.

The Performance Plan section that follows explains OHSP's process for identifying goals, strategies, performance measures, data sources, budget development and project selection.

MICHIGAN PERFORMANCE PLAN
PROCESS DESCRIPTION

Michigan and the nation continue to make significant progress in traffic safety. Every year there are improvements in the state of knowledge for vehicle design, roadway engineering, and improving driver behavior. Since 2002, Michigan has had fewer than 1,300 traffic crash fatalities per year, the lowest since the creation of the Office of Highway Safety Planning (OHSP) in 1969, despite rising population, vehicles, and miles traveled.

Each year also brings new traffic safety challenges to light, whether they be the population's gradual aging, increasing motorcycle ridership, or simply a re-examination of crash data that puts new attention on an old issue. OHSP's analysis indicates that recent historic lows in fatalities may not last, as the sixty-year trends still predict that a rise in fatalities may be coming.

Traffic safety advocates are combating these challenges by seeking new areas for improvement, and monitoring today's emerging issues to prevent them from becoming tomorrow's crises. The OHSP maximizes program effectiveness by focusing planning efforts on those areas with the greatest potential for improvement. Development of the 2006 Highway Safety Plan (HSP) extends the methods developed in previous years. The focus remains on how, why, when, and where crashes are occurring and who is involved.

With scarce and sometimes uncertain resources at all levels of government, success depends on building and maintaining flexible and effective partnerships. OHSP cannot excel without the partners whose teamwork and commitment continue to advance shared traffic safety goals. By emphasizing teamwork and cooperation throughout each stage of the HSP development process, OHSP ensures program efficiency and effectiveness.

Pre-planning Steps

Implementation of one year's HSP occurs in conjunction with planning for the next. Before doing so, OHSP staff conducts an "after action review" of the previous year's process, identifying successful areas and those in need of improvement. OHSP then makes any necessary revisions to the planning process and calendar (Exhibit 1). This pre-planning ensures that OHSP's planning process remains dynamic, efficient, and effective.

Each step of the planning process is identified below:

1. Problem Identification
2. Goal Determination and Analysis
3. Traffic Safety Partner Input
4. Strategy Selection
5. Budget Development
6. Project Selection
7. Performance Measures

EXHIBIT 1 – HSP Planning Outline

FY2006 HSP PLANNING CALENDAR		
ACTION	**DATES**	**DETAILS**
HSP Committee Planning Session	**NOVEMBER DECEMBER**	❖ Review past years' activity ❖ Review current year's activity ❖ Review crash data ❖ Obtain input from traffic safety community ❖ Review state and national priorities ❖ Identify problem areas ❖ Identify long-term goals (5 years) ❖ Identify short-term goals (1 year)
Program Partner Meetings	**JANUARY FEBRUARY**	❖ Meet with key program partners ❖ Review planning session output ❖ Review data specific to the program ❖ Review quantitative goals ❖ Outline grant opportunities ❖ Identify long-term strategies (>3 years)
Create Grant Development Plans	**MARCH APRIL**	❖ Consult with current and prospective grantees ❖ Identify short-term strategies (1 year) ❖ Validate draft strategies with program goals ❖ Create draft Grant Development Plans ❖ Establish draft budget
Finalize Grant Development Plans	**MAY JUNE**	❖ GDPs finalized ❖ HSP management team reviews programs and budgets ❖ HSP budget finalized
Start formal Grant process	**JUNE JULY**	❖ Create in-house grants ❖ Notify grantees of grant timelines ❖ Send grantees grant templates ❖ Monitor process
Prepare FY2006 Performance Plan and HSP	**JULY**	❖ Create draft performance plan ❖ Create draft HSP ❖ Administrative review of performance plan ❖ Administrative review of HSP
Approve FY2006 Performance Plan and HSP	**AUGUST**	❖ Approve FY2006 performance plan and HSP ❖ Print and distribute performance plan and HSP to: NHTSA, FHWA, State and Local Agencies ❖ Post to web site
Grant Approval and Implementation	**SEPTEMBER OCTOBER**	❖ Approve and start implementation of FY2006 grants. ❖ Conduct grant orientation meetings
Annual Evaluation Report	**NOVEMBER**	❖ Annual evaluation report prepared for FY2005 HSP

Plan Organization

The performance plan follows the actual steps of OHSP's planning process. Consultation of crash data, recent research, and program partners continues throughout each step. OHSP staff includes emerging information into program development whenever possible.

1. PROBLEM IDENTIFICATION

Problem identification is a key function of the planning process. This step ensures that a sound foundation exists for implementing successful traffic safety programs.

Review of Traffic Crash Data

Crash data is the foundation of problem identification. Data analysis continues year-round, with intensified efforts at the beginning of the HSP development process. There were two primary sources for crash analysis in this year's planning cycle:

Michigan Traffic Crash Facts: Through a partnership with the University of Michigan Transportation Research Institute (UMTRI), a compilation of Michigan's traffic crash data is completed annually and published as the Michigan Traffic Crash Facts. This data is available in hard copy, CD-ROM, and web-based formats, moving entirely online in FY2006. Crash Facts back to 1992 are available at http://www.michigantrafficcrashfacts.com.

Direct data analysis: With improvements in the quality and availability of computerized crash data, OHSP has become able to go directly to the data from individual crashes, running each query through the source data without intermediaries. The first step in this year's problem identification was a variable-by-variable analysis of 2003 fatal crashes, which was then expanded to fatal and serious injury crashes along key variables identified by the first analysis.

The problem identification process incorporates previous years' analyses and goals along with staff expertise, outside research, and state and national priorities, including the statewide Strategic Highway Safety Plan.

2. GOAL DETERMINATION AND ANALYSIS

Goals are statements of program intent or purpose, consistent with the mission of the organization. Extending last year's analysis of long-term goals, OHSP re-approached the essential question, "How can we reduce serious and fatal injuries on Michigan roadways?" with a fundamental analysis of the factors most prevalent in severe crashes. Identifying these greatest risk factors substantiated OHSP's programmatic foci and suggested areas for additional effort in coming years. The final list of long-term goals was based on past experience, future projections, programmatic considerations, and the best available data and research. Quantitative targets are based on projections of crash trends from five-year data.

The following section begins with a summary of Michigan traffic crash statistics from 1997 through 2004 (the most current data available). OHSP's revised long-term goals through 2008 follow, along with annual benchmarks. To avoid the frequent problem of "moving targets," OHSP does not expect to revisit these goals significantly before setting new long-term goals in 2008, except as noted.

Crash Data Comparison - 1997-2004

1997-2004 Comparison	1997	1998	1999	2000	2001	2002	2003	2004	% Change 97-04
Total Crashes	425,793	403,766	415,675	424,867	400,813	395,212	391,485	373,028	-12.4%
Fatal Crashes	1,283	1,235	1,249	1,237	1,206	1,175	1,172	1,055	-17.8%
People Injured	137,548	131,575	124,601	121,832	112,292	112,484	105,555	99,680	-27.5%
People Killed	1,446	1,367	1,386	1,382	1,328	1,279	1,283	1,159	-19.8%
Death Rate (100M VMT)	1.62	1.49	1.49	1.46	1.38	1.30	1.28	1.14	-29.6%
Fat. Crash Rate (100M VMT)	1.44	1.35	1.34	1.30	1.25	1.20	1.17	1.04	-27.8%
VMT (Billions)	89.2	91.6	93.1	94.9	96.4	98.2	100.2	101.8	+14.1%
Registered Vehicles (Millions)	8.12	8.23	8.41	8.57	8.6	8.69	8.71	8.58	+5.7%
Registered Drivers (Millions)	7.09	7.15	7.22	*7.04	*7.09	*7.14	*7.19	*7.22	*+1.8%
Population (Millions)	9.77	9.82	9.86	9.93	9.99	10.05	10.08	10.11	+3.5%

*Registered Drivers are calculated as Licensed Drivers by SOS. Trend data from 1999 back cannot be calculated accurately.

Heading into fiscal year 2006, Michigan finds itself in an enviable but difficult position. Almost every crash variable has shown significant progress over the past five years. This is the result of many factors, amongst them a rise in serious crashes in the 1990s, improvements in vehicle technology, demographic trends, an economic downturn, major traffic safety legislation in the state, and indeed very significant programmatic successes. Recent milestones have included historic lows in fatal crashes, fatalities, and injuries and a record safety belt use level.

While long-term trends suggest that this dramatic progress may not continue indefinitely, and that a downturn could be possible, OHSP remains committed to maintaining excellence and achieving aggressive goals. Continuous improvement in programs and focused efforts have allowed OHSP to achieve seemingly impossible goals in recent years. As such, while OHSP recognizes that recent improvements have been exceptional, OHSP's goals seek to make them the norm.

Goals for 2004-2008 are based on 1999-2003 data. For each measure, the goal was calculated by trending the five-year data then projecting that annual percentage rate of improvement through 2008.* Exceptions are noted individually.

* Specifically, an ordinary least squares regression was applied to 1999-2003, estimating a linear trendline. The difference between the trend values for 2003 and 1999 was expressed as a percentage of the 1999 value to estimate the four-year impact. The fourth-root gave the average annual impact, which was then applied to the 2003 trendline value to establish estimates for 2004-2008.

OVERALL GOALS

Four goals represent the best measures of the state of traffic safety in Michigan. They are consistent with OHSP's mission "to save lives and reduce injuries on Michigan roads." Achievement of the issue area goals will directly support Michigan's achievement of the statewide impact goals

Goal #1 – Traffic Fatalities:

The single most important goal in traffic safety is to reduce traffic fatalities. After all the rates and contributing factors have been considered, the final measure of success must always be the lives of Michigan citizens. Thus, the simple count of traffic fatalities joins the list of overall goals.

Before recent years, Michigan had not had fewer than 1,300 traffic fatalities since 1945. OHSP seeks not only to maintain improvements but also to continue them into the future indefinitely with an eventual vision of 0 fatalities. The goals below extend the 2.30% annual impact on fatalities seen in 1999-2003.

Traffic Fatalities				
Year	**Actual**	**Year**	**Goal**	**Actual**
1999	1,386	2004	1,241	1,159
2000	1,382	2005	1,212	
2001	1,328	2006	1,184	
2002	1,279	2007	1,157	
2003	1,283	2008	1,131	

Goal #2 – Vehicle Mileage Death Rate:

The Vehicle Miles Traveled (VMT) death rate adjusts this worst outcome of a crash by a consistent exposure variable. The VMT death rate has been a consistent measure used nationally for many years, and it provides a reliable means of tracking progress over a long period of time.

The national goal is to reach a 1.0 VMT death rate by 2008. For Michigan to match this goal, the rate of improvement must improve from the recent 4.12% annual reduction in the VMT death rate to a 4.70% annual reduction, reflected below.

VMT death rate				
Year	**Actual**	**Year**	**Goal**	**Actual**
1999	1.49	2004	1.21	1.14
2000	1.46	2005	1.15	
2001	1.38	2006	1.10	
2002	1.30	2007	1.04	
2003	1.28	2008	1.00	

(# fatalities/100 million VMT)

Goals #3 and #4 – K and A Injury:

Crash mitigation complements crash prevention by reducing the severity of crashes that do occur. Eliminating a serious or fatal injury from a crash is a success, so OHSP measures the proportion of crashes with a K or A injury and the proportion of occupants involved in crashes experiencing a K or A injury.

In 2004, the property damage reporting threshold in Michigan increased from $400 to $1000, which may have led to fewer police-reported property damage only crashes without any actual reduction in crashes. This would distort the long-term crash data and cause an jump in the observed KA injury percentages without any actual change. Based on 2004 data, this may not be the case, but effects may be more apparent in future years. Retaining the existing goals, OHSP seeks to maintain the current rates of improvement, 3.61% and 3.24% respectively.

KA injury crash percentage				
Year	**Actual**	**Year**	**Goal**	**Actual**
1999	2.70%	2004	2.17%	2.26%
2000	2.46%	2005	2.10%	
2001	2.34%	2006	2.02%	
2002	2.38%	2007	1.95%	
2003	2.29%	2008	1.88%	

(# KA crashes / # crashes)

Vehicle occupant KA injury percentage				
Year	**Actual**	**Year**	**Goal**	**Actual**
1999	1.72%	2004	1.42%	1.42%
2000	1.58%	2005	1.37%	
2001	1.53%	2006	1.33%	
2002	1.51%	2007	1.28%	
2003	1.50%	2008	1.24%	

(# KA drivers + passengers / # drivers + passengers in crashes)

ISSUE AREAS

Fatal crash analysis identified fourteen factors potentially receptive to countermeasures. Most of these factors represent more than 10% of fatalities or fatal crashes, but others are potentially serious emerging issues or areas with especially cost-effective countermeasures. These issues present the greatest opportunities for gains and need to be addressed.

Occupant Protection

The effectiveness of safety belts and child restraints in reducing injury severity and preventing death is well documented. Reducing non-use of safety belts will substantially improve crash survivability.

Having reached 90% safety belt use, Michigan has limited room for improvement. Michigan saw large boosts from the primary safety belt law and its aggressive enforcement, but future gains will be marginal. The goals below extend the 11.06% annual impact on non-use seen since the primary safety belt law was implemented, 2000-2004.

Safety belt non-use					
Year	**Actual**		**Year**	**Goal**	**Actual**
2000	16.5%		2005	9.3%	
2001	17.7%		2006	8.3%	
2002	17.1%		2007	7.4%	
2003	15.2%		2008	6.5%	
2004	9.5%				

(#unrestrained front occupants/ # front occupants)

Alcohol-Impaired Driving

Had-been-drinking (HBD) crashes are disproportionately more severe than other crashes, constituting 30-40% of fatal crashes each year. Despite decades of education and enforcement efforts, alcohol-impairment remains a devastating traffic safety and public health problem.

Recent years have shown limited improvement, and much work remains to be done in decreasing the involvement of alcohol in severe crashes. The goals below extend the 1.60% annual impact on HBD-KA crash involvement seen in 1999-2003, although that impact may be illusory given the change in data measurement between 1999 and 2000.

HBD-KA crash percentage					
Year	**Actual**		**Year**	**Goal**	**Actual**
1999	21.1%		2004	18.9%	19.3%
2000	19.4%		2005	18.6%	
2001	19.7%		2006	18.3%	
2002	19.9%		2007	18.0%	
2003	19.2%		2008	17.7%	

(#HBD-KA crashes / #KA crashes)

**HBD included drugs prior to 2000*

Excessive Speed

High speeds and speed variances make crashes both more likely and more severe. Whether a driver is exceeding the posted speed limit or (more often) driving too fast for conditions, speed plays a part in many crashes. Excessive speed is a major factor in nighttime crashes and crashes on secondary roads. Setting and enforcing safe speed limits remains a significant traffic safety challenge.

Michigan has made no significant progress in reducing the involvement of excessive speed in crashes in recent years, when speed has not been a program focus. The goals below reflect a 1.00% annual impact on KA crash involvement, up from 0.26% in 1999-2003. OHSP is monitoring speed-related issues and identifying specific areas for improvement.

Speeding-related KA crash percentage				
Year	Actual	Year	Goal	Actual
1999	18.4%	2004	17.1%	16.5%
2000	16.8%	2005	16.9%	
2001	16.6%	2006	16.7%	
2002	16.7%	2007	16.5%	
2003	18.2%	2008	16.4%	

(#KA crashes with "excessive speed" / #KA crashes)

Pedestrians

Pedestrians have near-zero protection in the event of a crash, and vehicle-pedestrian crashes account for 14% of fatalities. Roadways are not always designed to accommodate non-motorized traffic, and a large proportion of pedestrian fatalities arises from attempts to cross without intersections or crosswalks. Michigan and the city of Detroit have been identified as focus areas for addressing pedestrian fatalities.

Pedestrian crash numbers are more variable than most, likely due in part to reporting issues. Also, while the past five years show little consistent progress, the presence of unusually good and bad years projects a positive trend, which OHSP will seek to maintain. Time will tell whether this is actual progress or just an artifact of the data. The goals below extend the 5.87% annual impact on pedestrian-KA crashes seen in 1999-2003.

Pedestrian KA injuries				
Year	Actual	Year	Goal	Actual
1999	969	2004	629	781
2000	761	2005	592	
2001	587	2006	557	
2002	716	2007	524	
2003	763	2008	494	

(#KA injuries to pedestrians)

Intersection Crashes

While most drivers can keep a car going in a straight line, problems occur when cars interact with each other. The severity of intersection crashes is exacerbated by the risk of side collisions during turns. About one-third of all crashes happen in or near intersections.

The data on intersection crashes is problematic. Reporting issues are prominent in previous years' data because of difficulties in pinpointing crash locations. Recent crashes will have better data, so it is likely that the sharp decline in intersection crashes is a result of reporting rather than actual changes. As such, the goals below halve the 8.62% annual impact on intersection KA crashes seen in 1999-2003.

Intersection KA crashes				
Year	Actual	Year	Goal	Actual
1999	4,181	2004	2,739	2,791
2000	3,790	2005	2,621	
2001	3,349	2006	2,508	
2002	3,153	2007	2,400	
2003	2,946	2008	2,296	

(# of KA crashes coded as "related to or within 150' of intersection")

City-County Roads

While most miles are driven on state roads, most serious crashes happen on local roads. Local roads present a variety of challenges for all aspects of traffic safety, with the majority of intersections and miles of pavement.

The same crash location issues that affect intersections affect city-county roads. Even after slowing the expected rate of improvement, as was done with intersections, there is some chance the projected goals are unrealistic because of data issues. As such, the goals below halve the 9.66% annual impact on local KA crashes seen in 1999-2003, and may need further revision.

Local road KA crashes				
Year	Actual	Year	Goal	Actual
1999	6,249	2004	3,806	5,032
2000	5,528	2005	3,622	
2001	4,457	2006	3,447	
2002	4,536	2007	3,281	
2003	4,239	2008	3,123	

(# KA crashes coded as: county road, city street or unknown)

Trucks

Large trucks always represent an area for concern because of the potential for catastrophic crashes. A fully loaded truck has limited maneuverability, long stopping distances, and a great deal of mass. Single-vehicle crashes highlight the issue of driver fatigue, while car drivers' failure to compensate for trucks' capabilities are the primary cause of multi-vehicle crashes.

Recent reductions in large vehicle KA crashes have been surprising, with about 1/3 fewer in 2003 than 1999. It is unclear what accounts for this large change, but maintaining this rate of improvement is probably no longer feasible. As such, the goals below halve the 9.82% annual impact on truck/bus KA crashes seen in 1999-2003.

Truck/Bus KA crashes				
Year	Actual	Year	Goal	Actual
1999	750	2004	450	560
2000	669	2005	428	
2001	498	2006	407	
2002	547	2007	387	
2003	508	2008	368	

(# KA crashes coded "truck/bus")

Motorcycles
Of the eighteen measures presented here, the only one with a consistently negative trend is motorcycle KA crashes. Motorcycle use is rising quickly, as is average motorcyclist age and motorcycle size. Crash data indicates that new riders with larger motorcycles and little training are dying at accelerating rates. In the event of a crash, motorcyclists have little more protection than pedestrians.

The average since 1999 has been for 14 more motorcyclists to die each year. If motorcyclist numbers continue to increase, this may be an optimistic projection; if Michigan's mandatory helmet law is repealed, deaths will increase more quickly. The most aggressive plausible goal at present is to maintain the current number of motorcycle-involved KA crashes, which normalizes to 723 on the five-year trend. Maintaining this will actually represent significant progress, given rising motorcycle ridership.

Motorcycle KA crashes				
Year	**Actual**	**Year**	**Goal**	**Actual**
1999	663	2004	723	738
2000	676	2005	723	
2001	721	2006	723	
2002	681	2007	723	
2003	731	2008	723	

(# KA crashes involving motorcycles)

Weekend Driving
Serious crashes spike almost every weekend. Increased alcohol use, nighttime driving, visiting unfamiliar areas, traffic to popular spots, and decreased attention all contribute to a higher rate of serious crashes on Friday and Saturday.

Efforts to improve safety on weekends have borne fruit. The goals below extend the 7.26% annual impact on weekend KA crashes seen in 1999-2003.

Weekend KA crashes				
Year	**Actual**	**Year**	**Goal**	**Actual**
1999	3,836	2004	2,609	2,546
2000	3,568	2005	2,420	
2001	3,204	2006	2,244	
2002	3,113	2007	2,081	
2003	2,825	2008	1,930	

(# KA crashes Friday and Saturday)

Summer Driving
During the summer, drivers drive more, worry about road conditions less, and are less likely to be fully attentive to the road. Summer is the peak period for crashes of all kinds.

Through an ongoing focus on summer driving, OHSP has shown great progress in reducing serious crashes. The goals below extend the 7.26% annual impact on summer KA crashes seen in 1999-2003.

Summer KA crashes				
Year	Actual	Year	Goal	Actual
1999	3,640	2004	2,667	2,695
2000	3,174	2005	2,528	
2001	2,961	2006	2,396	
2002	3,154	2007	2,272	
2003	2,812	2008	2,153	

(# KA crashes from Memorial Day to Labor Day)

Winter Driving

The most surprising result of fatal crash analysis was the number of fatalities from October to December. It is well known that summer is the peak period for crashes, but the start of inclement weather beat out every month except July and August. In addition to having less light and more precipitation, these months have additional risk because this is when drivers adjust to the worsened conditions. Michigan usually sees more snow in February than November, but drivers are used to it by then.

Whether as part of the general improvement or through unique efforts, October to December KA crashes are another area that has seen large reductions in serious crashes. The goals below extend the 5.90% annual impact on winter KA crashes seen in 1999-2003.

Winter KA crashes				
Year	Actual	Year	Goal	Actual
1999	2,711	2004	1,979	2,091
2000	2,544	2005	1,863	
2001	2,339	2006	1,753	
2002	2,224	2007	1,649	
2003	2,147	2008	1,552	

(# KA crashes, October-December)

Child Passenger Safety

A subset of occupant protection, child passenger safety remains a challenge for engineering, education, and enforcement. Safety belts are designed for adults, so children need child safety seats (until age four) and booster seats (until age eight). Parents sometimes do not know what the right seat is, how to install it properly, or why booster seats are necessary. Officers may not know much more, and it is difficult to observe violations of child safety seat laws. Children eight and under are often under-protected in the event of a crash.

Rigorous education efforts and easier-to-install child safety seats are showing improvements in injury rates. The goals below extend the 7.42% annual impact on KA injuries (ages 0-8) seen in 1999-2003.

KA injuries, ages 0-8				
Year	Actual	Year	Goal	Actual
1999	315	2004	217	198
2000	346	2005	201	
2001	297	2006	186	
2002	249	2007	172	
2003	240	2008	160	

(# KA injuries to vehicle occupants, 0-8)

Young Male Drivers

Young men are the most likely to be involved in a crash, and they tend to have more serious crashes. Inexperience and risk-seeking behavior lead to the deaths of many young men each year. They represent the single largest demographic for most traffic safety issues.

Progress in reducing severe crashes cannot be made without improving the numbers for young men. The goals below extend the 6.74% annual impact on young male KA crash involvement seen in 1999-2003.

KA crashes per 1000 young men				
Year	Actual	Year	Goal	Actual
1999	4.42	2004	3.09	3.27
2000	4.16	2005	2.88	
2001	3.68	2006	2.69	
2002	3.61	2007	2.51	
2003	3.37	2008	2.34	

(# KA crashes involving men 16-34/1000 licensed male drivers 16-34)

Older Drivers

Older drivers are becoming increasingly present in crash data. Demographics are leading to substantial increases in the elderly population, which faces declining driving faculties combined with bodily frailty. While older drivers are less likely to be involved in crashes, those crashes are more likely to be injurious to the driver. As such, they are disproportionately represented in serious crashes.

The goals below extend the 5.24% annual impact on older driver KA crash involvement seen in 1999-2003.

KA crashes per 1000 age 65+				
Year	Actual	Year	Goal	Actual
1999	1.55	2004	1.14	1.14
2000	1.41	2005	1.08	
2001	1.24	2006	1.03	
2002	1.33	2007	0.97	
2003	1.23	2008	0.92	

(# KA crashes involving drivers 65+/1000 licensed drivers 65+)

EXHIBIT 2: OHSP FY2006 Goals at a Glance

	1999	2003	annual impact	2004	2005	2006	2007	2008
Overall Goals								
traffic fatalities	1386	1283	2.30%	1241	1212	1184	1157	1131
VMT death rate	1.49	1.28	4.70%	1.21	1.15	1.10	1.04	1.00
percent of crashes that are KA	2.70%	2.29%	3.61%	2.17%	2.10%	2.02%	1.95%	1.88%
percent of crash-involved vehicle occupants receiving KA injuries	1.72%	1.50%	3.24%	1.42%	1.37%	1.33%	1.28%	1.24%
Issue Areas								
safety belt non-use	16.50%	9.50%	11.06%	10.5%	9.3%	8.3%	7.4%	6.5%
percent of KA crashes coded HBD	21.10%	19.25%	1.60%	18.9%	18.6%	18.3%	18.0%	17.7%
percent of KA crashes with "excessive speed" coded as hazardous action	18.38%	18.20%	1.00%	17.1%	16.9%	16.7%	16.6%	16.4%
number of KA injuries to pedestrians in traffic crashes	969	763	5.87%	629	592	557	524	494
number of KA crashes "related to or within 150 feet of intersection"	4,181	2,946	4.31%	2,739	2,621	2,508	2,400	2,296
number of KA crashes on city/county roads	6,249	4,239	4.83%	3,806	3,622	3,447	3,281	3,123
number of KA crashes involving trucks and buses	750	508	4.91%	450	428	407	387	368
number of KA crashes involving motorcycles	663	731	0.00%	723	723	723	723	723
number of KA crashes on Friday and Saturday	3836	2825	7.26%	2609	2420	2244	2081	1930
number of KA crashes from Memorial Day through Labor Day	3640	2812	5.20%	2667	2528	2396	2272	2153
number of KA crashes from October through December	2711	2147	5.90%	1979	1863	1753	1649	1552
number of KA injuries to crash-involved vehicle occupants ages 0-8	311	241	7.42%	217	201	186	172	160
rate of KA crash involvement per 1000 licensed drivers, males ages 16-34	4.423	3.368	6.74%	3.092	2.884	2.689	2.508	2.339
rate of KA crash involvement per 1000 licensed drivers, ages 65+	1.547	1.227	5.24%	1.144	1.084	1.027	0.973	0.922

3. TRAFFIC SAFETY PARTNER INPUT

OHSP solicits and receives input from traffic safety partners both directly and indirectly throughout the year. OHSP applies this wealth of knowledge to HSP development.

The importance of input from traffic safety partners cannot be overstated. Meetings and conferences, progress reports from grantees, feedback on the grant development system, and discussions on the phone or over e-mail all provide valuable information that works its way into OHSP programs. Simple conversations have led to significant improvements in programs that save lives.

Governor's Traffic Safety Advisory Commission

The Governor's Traffic Safety Advisory Commission (GTSAC) consists of the Governor (or a designee), the Directors (or their designees) of the Departments of Community Health, Education, State, State Police, and Transportation, the Office of Highway Safety Planning, the Office of Services to the Aging, and three local representatives from the county, city, and township level.

In 2004, the GTSAC developed a statewide Strategic Highway Safety Plan, identifying priority areas for all GTSAC member agencies to address as they are able and to set an agenda for traffic safety efforts in the state. OHSP's FY2006 Highway Safety Plan includes these statewide priorities.

Currently, the GTSAC meets on a bi-monthly basis. Agenda development is a process open to all traffic safety advocates within the state and is available through OHSP's web site (www.michigan.gov/ohsp). Communication between GTSAC members and among traffic safety advocates throughout Michigan is accomplished through a web site and LISTSERV® which has approximately 200 members. Listserv members receive notice of GTSAC meetings and news, as well as any traffic safety issues that arise. Periodic surveys measure the effectiveness of GTSAC communications.

Program Area Network Meetings

OHSP program staff conduct network meetings to help identify appropriate strategies for reaching OHSP's goals. The structure of such meetings varies due to the nature of the program areas and networks, such as a single central meeting or a series of smaller discussions across the state. Feedback on broad goals and specific strategies help to shape priorities and the programs selected to address them.

Traffic Safety Summit

The annual Michigan Traffic Safety Summit, held in March, provides another opportunity to solicit input for the HSP from traffic safety partners. Sessions and

workshops provide a chance for information sharing from private and public partners at the local, state, and national level.

Additional Planning Resources

OHSP consults a wide variety of resources for problem identification, priority setting, program selection, and grant awarding. Some of these resources include:

- Michigan's statewide Strategic Highway Safety Plan
- The Michigan Department of State Police Strategic Plan and other state and local plans.
- National plans, priorities, and programs, including those from the United States Department of Transportation (USDOT), Federal Highway Administration (FHWA), and National Highway Traffic Safety Administration (NHTSA).
- Academic publications and research organization reports
- USDOT, American Association of State Highway and Transportation Officials (AASHTO), Transportation Research Board (TRB), and Association of Transportation Safety Information Professionals (ATSIP) publications and conferences.
- Staff participation on various committees and associations, including: The Michigan Model for Comprehensive School Health Education Steering Committee, Michigan Section of the Institute of Transportation Engineers, Michigan Association of Chiefs of Police, Michigan Sheriffs' Association, Michigan Pupil Transportation Advisory Committee, the Elderly Mobility Task Force, Michigan Coalition to Reduce Underage Drinking, Intersection Safety Advisory Team, the Michigan Deer Crash Coalition, Michigan Transportation Research Board, and local Traffic Safety Committees.
- Feedback from grantees during the implementation, monitoring, and evaluation of traffic safety projects.
- Input provided by the general public.
- OHSP staff attendance at state, regional, and national conferences and seminars to network and learn about developing tools, trends, and issues.

4. STRATEGY DEVELOPMENT PROCESS

With problems identified, goals set, and information gathered, the next step in the process is strategy development. The OHSP leadership team reviews all strategies to ensure that they are in line with the overall vision, goals, budget, and direction of the office.

Long-Term Strategies

OHSP leadership asked staff to conceptualize what the programs should look like in several years, where the office should be headed to best save lives. While this exercise in high-level thinking was informed by past experience, it did not restrict planning to simply extending current activities. This better allowed staff to

incorporate ideas generated in discussions but which did not fit into any current organizational category.

FY2006 LONG-TERM STRATEGIES

Enforcement

1. Increase the public's perceived threat of ticketing, arrest, or conviction. Support overtime enforcement of safety belts, alcohol-impaired driving, and speeding. Utilize the STEPs statewide mobilization model of waves of highly visible enforcement, paid advertising, and intensive earned media campaigns.
2. Maintain awareness of enforcement. Support sustained enforcement between mobilization periods.
3. Support the law enforcement liaison program to improve program coordination with grantees and other law enforcement agencies.
4. Support and improve traffic safety training.
5. Continue to evaluate enforcement programs through observation and driver awareness surveys.
6. Direct enforcement to the times and places with the most deaths and injuries (weekends, summer, intersections, city and county roads).
7. Address motorcycle crashes (alcohol, drivers without endorsements, helmet use).
8. Encourage support for traffic safety and enforcement beyond grant-funded activity.

Messaging

1. Target messages to demographics with the highest incidence of dangerous behaviors, such as men, young drivers, and pickup occupants.
2. Increase publicity of enforcement and education activities outside of mobilization periods.
3. Develop new materials to promote program activities and update existing materials.
4. Support corporate outreach campaigns to improve traffic safety message delivery in the workplace. Address commercial vehicle drivers.
5. Promote "sharing the road safely" messages for motorcycles, passenger vehicles, and commercial trucks.
6. Begin to promote air bag awareness.
7. Develop partner awareness of traffic safety issues, priorities, and strategies, such as occupant protection, impaired driving, young and elderly drivers, intersection safety, and aggressive driving.

Community Engagement

1. Expand program activities with multi-cultural populations, especially in metro Detroit.
2. Increase proper use of child restraint devices through child passenger safety education and training for technicians, health care professionals, law enforcement, childcare professionals, and families in rural or low-income areas.
3. Expand efforts to work with prosecutor and adjudicator partners, particularly on alcohol issues.

4. Increase efforts to recruit corporate partners and bolster their support for traffic safety.
5. Strengthen the Safe Communities program as a venue for delivering traffic safety messages and soliciting community involvement in and support for traffic safety.
6. Continue to work with schools and youth groups to promote safety belt programs and non-use of alcohol.
7. Promulgate resources for enhancing elderly mobility.
8. Increase general availability and use of traffic crash records and engineering solutions.
9. Seek new partners to evangelize program messages in diverse, unexpected, and innovative venues.
10. Strengthen ties to hospitals, emergency medical systems, and injury prevention and treatment, including the linkage of crash and medical records.

Administration

1. Continue to perform trend analysis studies to assist in identifying successes and improvement areas within the Highway Safety Plan.
2. Assess the long-term effectiveness of program activities.
3. Maximize the use of electronic resources for communication, training, and publicity.
4. Improve the efficiency, accuracy, integration, and user-friendliness of traffic crash records.
5. Evaluate activities to identify areas for continued improvement and assess OHSP performance through customer surveys and input.

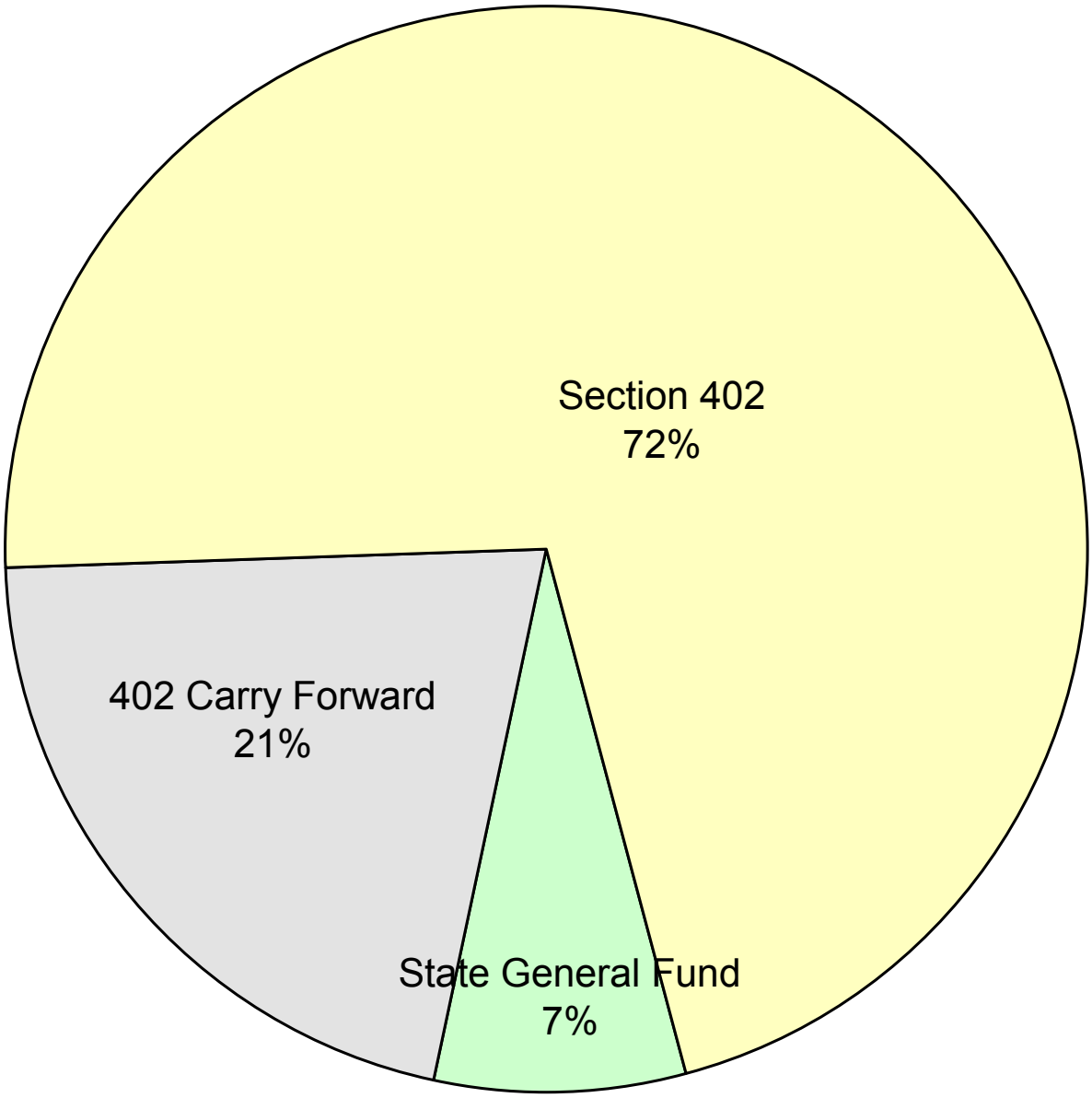
5. BUDGET DEVELOPMENT PROCESS

An estimated Highway Safety Planning budget including projected new and carry-forward funds was developed as staff began drafting their short-term strategies. Staff worked from a principle of zero-base budgeting, determining what resources would be needed to solve problems rather than assuming the previous year's budget.

The HSP management team considered the merits of funding requests along with the level of program funding from previous years, funding of other related programs, special funding sources, and long-range goals for the overall program before approving budgets for each program area. FY2006 budget development was a dynamic process due to the ongoing federal reauthorization process and a variety of innovative program proposals from staff. Program managers shared responsibility in reviewing strategies to determine which should be fully funded, which partially, and which were not feasible in the current fiscal picture. This process influenced some reapportionment of budget funds to accommodate essential and/or promising projects that warranted support.

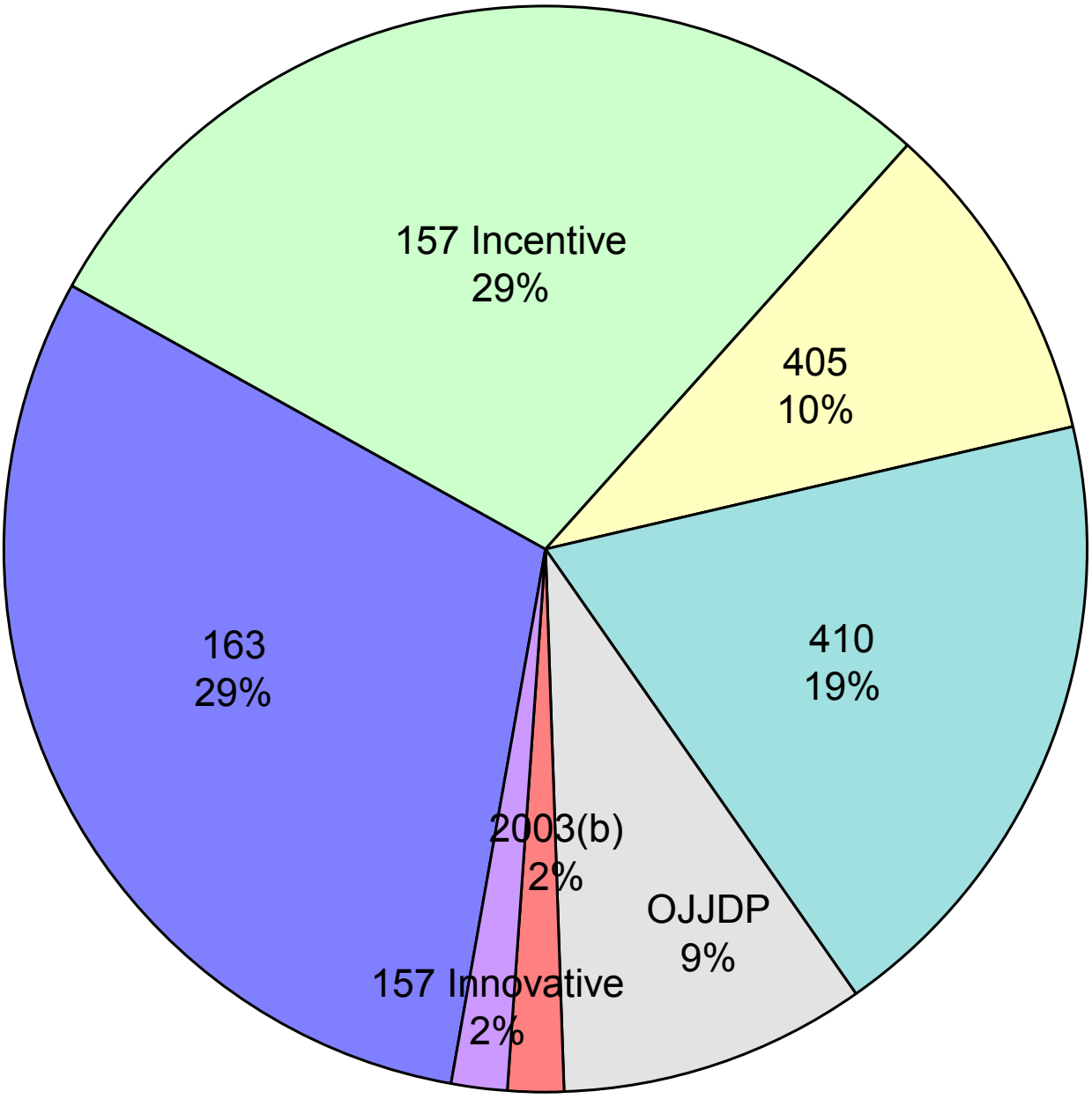
Exhibits 3, 4, 5, and 6, illustrate the projected sources of funding, program level budgets, and the distribution of funding by type.

EXHIBIT 3: Unrestricted Program Funding Sources, FY2006 - $7,114,000



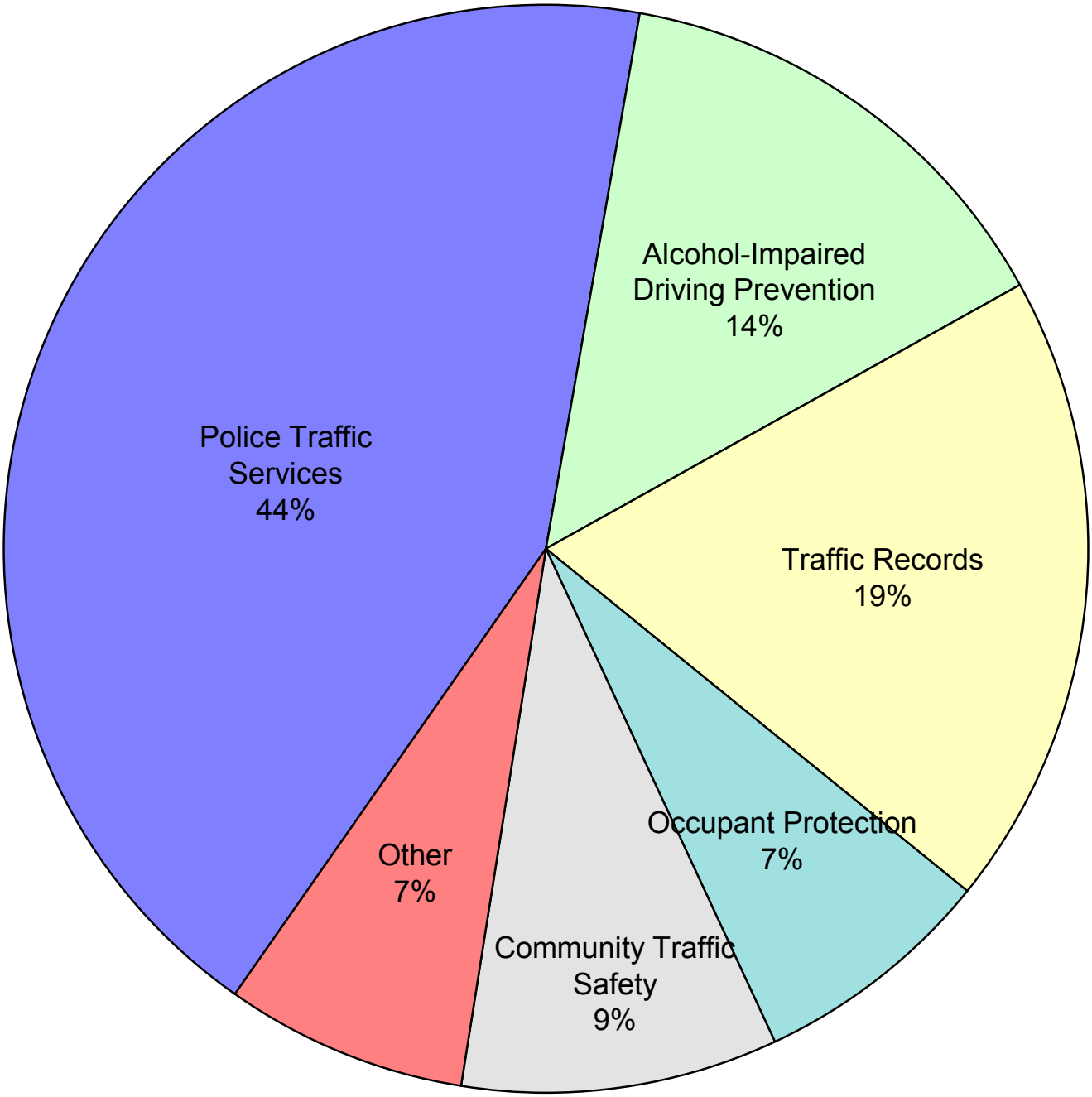
State General Fund	Section 402	402 Carry Forward
$528,000	$5,086,000	$1,500,000

EXHIBIT 4: Restricted Program Funding Sources, FY2006 - $8,759,000



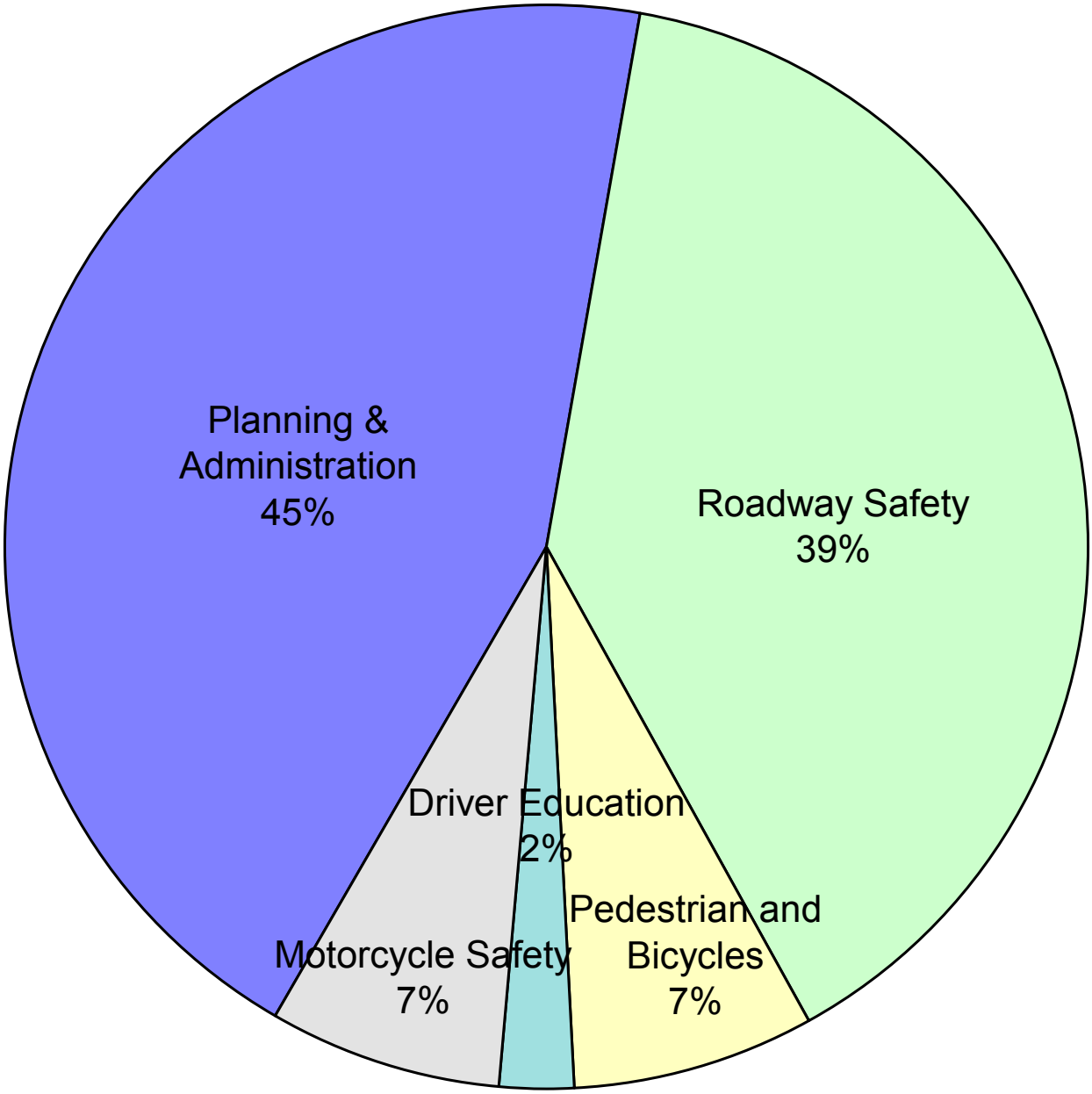
157 Incentive	157 Innovative	163	405	410	2003(b)	OJJDP
$2,500,000	$153,000	$2,655,000	$850,000	$1,653,000	$160,000	$806,000

EXHIBIT 5: Program Budgets, FY2006 - $15,873,000



Alcohol-Impaired Driving Prevention	Community Traffic Safety	Occupant Protection	Police Traffic Services	Traffic Records	Other
$2,282,000	$1,507,000	$1,145,000	$6,816,000	$2,981,000	$1,142,000

EXHIBIT 6: "Other" Program Budgets, FY2006 - $1,142,000



Driver Education	Motorcycle Safety	Pedestrian and Bicycles	Planning & Administration	Roadway Safety
$26,000	$78,000	$84,000	$509,000	$445,000

6. PROJECT SELECTION PROCESS

The guiding principle for project selection is to assess each project's potential for impacting the problem and moving Michigan towards the overall statewide traffic safety goals. OHSP program staff consider:

- the most efficient and effective means of implementing program strategies to address specific traffic safety problems;
- which partners may be available to implement projects;
- the target group(s) involved;
- where and when implementation must take place;
- available funding sources.

In some instances, coordination of programs such as training, public information campaigns, and law enforcement overtime initiatives must take place at the state level in order to be most effective. OHSP oversees these programs. Some projects must take place at the local level, where the community experiencing the problem will have unique competence in addressing its causes.

Grant Development Plans

Once strategies and program budgets are final and approved, program staff begin preparing their grant development plans (GDPs). The GDP assists in ensuring sufficient preparations are made before program implementation, and it also serves as documentation for that program area. OHSP develops GDPs as a team effort where programs cross network areas, and they serve as valuable internal planning tools. Each GDP contains:

- specific information about the strategy the project will address;
- potential grantees;
- funding levels and sources;
- project schedules.

Exhibit 7 is an example of the GDP form.

EXHIBIT 7: FY2006 Grant Development Form

Grant title:

Strategy name/number:

Agency Name:			
Grant Due @ OHSP:		**Final approval date (by 1/1/06)**	
Is this an in-house PI&E grant?		**For the Benefit of Locals?**	
Contractual costs in the grant?		**Multi-agency grant?**	
October 1 start-up required?		**Personnel costs?**	
Is grant split-funded from FY2005?		**Is grant split-funded into FY2007?**	
Indirect cost?		**Approved rate & base**	
Does rate/base match W:\Grant Dev Unit\GD Guidelines\Indirect Costs.doc?			
Program income anticipated?		**If yes, enter estimated income:**	
Equipment below $5,000 per item?		**If yes, enter matching funds:**	
Equipment over $5,000 per item?		**If yes, enter matching funds:**	
Out-of-state travel?		**If yes, enter purpose of travel:**	

Special forms (custom pages/surveys/etc.) and due dates, if any

Narrative (Problem Statement, Background Information, Objectives, Activities)

Links to supporting documentation

GDP (double-click to edit)			
FUNDING SOURCE	**AMOUNT**	**FUNDING SOURCE**	**AMOUNT**
157 Incentive		405	
157 Incentive - Paid Media		410	
157 Innovative - Year 4		411	
157 Innovative - Year 5		2003(b)	
157 Innovative - Year 6		OJJDP - FY03	
157 Innovative - Paid Media		OJJDP - FY04	
163		OJJDP - FY05	
402		OJJDP - FY06	
402 - Paid Media		Other	
403			
TOTAL			$0

Author: **Date:**

Approval: **Date:**

7. PEFORMANCE MEASURES

The ability to measure programmatic success is critical to planning and establishing performance goals and strategies. As explained under Section 2, Goal Determination and Analysis, OHSP analyzed the various statewide and program-specific performance measures for their continued feasibility and established new goals as appropriate. Evaluation is an ongoing process throughout the year, supporting trend analysis to determine the long-term effect of programs and activities.

Statewide Performance Measures

- Traffic fatalities and serious injuries, both absolute and as rates
- The percentage of outboard front seat occupants in all vehicle types using safety belts
- The percent of fatal crashes in which alcohol/drugs were a contributing factor
- Compliance with the 10% restriction on P & A program funding
- Progress and results of traffic safety legislation

References and resources used:

- Crash data as reported in the Michigan Traffic Crash Facts
- Public requests for OHSP and traffic safety materials
- Periodic observation surveys of safety belt use
- Evaluation of the annual Traffic Safety Summit
- Annual Evaluation Report
- Results of state and national research

Program Specific Performance Measures

- Long-term goals specific to each program area (Section 2), along with any intermediate variables that program staff consider important to reaching them
- Contingent on program goals, various grants from each program are targeted for review by program staff to determine both how the grant is being implemented and if the activity is showing the desired results.
- Grantees are required to submit quarterly progress and financial reports on every grant administered by OHSP.

References and resources used:

- Crash data as reported in the Michigan Traffic Crash Facts
- Public requests for OHSP and traffic safety materials
- Review of quarterly progress and financial reports
- Annual Evaluation Report
- Results of state and national research